

Intel Government Affairs  
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**Re: Consumers, Schools and Libraries Digital  
Rights Management Awareness Act of 2003**

May 27, 2003

Hon. Sam Brownback  
Senate Commerce, Science and Transportation Committee  
SH 303  
Washington, DC 20510

Dear Senator Brownback:

I write to express Intel's support for your leadership in introducing the **Consumers, Schools and Libraries Digital Rights Management Awareness Act of 2003**. Your legislation promotes technology and business innovation by (i) stressing the critical role that industry developed voluntary content protection solutions play in the transition to a robust digital economy and (ii) rejecting government intervention that is not broadly supported by all affected industries, including mandates that could impose unworkable performance requirements on digital television products. Your legislation also emphasizes the need to remove barriers to product development and market entry, through important principles like product self-certification, in enabling the growth of robust markets for digital television products. We believe that continued focus on industry developed solutions and self-certification opportunities are key to moving forward, including in the current debate over how to implement content protection in over-the-air digital television transmission.

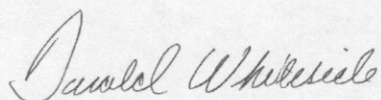
Second, your bill would substantially strengthen consumer rights by encouraging voluntary labeling of digital media content. Armed with basic information about the usability and flexibility of digital media content offerings, the consumer will be empowered to drive and shape the emerging digital markets consistent with market principles.

The power of informed consumer choice simply cannot be over-stated. In this context, Intel has long advocated clear consumer labeling of digital media products like that contemplated by your legislation.

Your legislation raises many other issues that deserve careful consideration and public debate, including issues relating to privacy and secondary markets that we are studying. These are complex issues with complex solutions, and we look forward to Congressional discussion of these issues and the implications of various solutions in appropriate hearings.

Again, we applaud your initiative on these important aspects of the evolution of the digital media marketplace.

Sincerely,

A handwritten signature in cursive script, reading "Donald Whiteside".

Donald Whiteside  
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